



OPPORTUNITY ARABIA 4

The Middle East Association is now preparing the 4th in this series of very successful Saudi Seminars, 'Opportunity Arabia 4', to be held on Wednesday 5 September 2007 at One Great George Street, London, SW1.

The Association ran the first 'Opportunity Arabia' in September 2004 when Saudi Arabia was confronting the challenge of horrific terrorist attacks in Riyadh and Al Khobar. Our aim then was to indicate our unwavering support for the Kingdom in that dark hour and to provide a platform for top level Saudi and British speakers to convey a powerful message of 'business as usual'.

Happily, the Saudi Government has, in the intervening period, successfully contained and dramatically reduced the terrorist threat, while nurturing unparalleled economic growth, boosted by high oil prices and diligent investment in its infrastructure, along with steady social and market reforms. The purpose of 'Opportunity Arabia 4', as in previous years, is to remind British companies of the huge opportunities in the Saudi market. The strength of the Saudi economy – now the largest in the Middle East, recent accession to the WTO and the accelerating pace of reform have brought huge market opportunities for UK goods, services and expertise and have highlighted the investment opportunities for British and Saudi companies to work together to develop the Kingdom's great potential. The seminar will therefore highlight, on the one hand, the business opportunities and illustrate, on the other, some of the social and environmental challenges faced by the large Saudi

Below:
David Lloyd joined HMA
on a visit to the Eastern
Province Chamber



corporations and the private sector in a modern and expanding economy.

Sir Alan Munro, British Ambassador to Saudi Arabia from 1989-93 and currently Vice Chairman of the Arab British Chamber of Commerce, will be in the Chair. Baroness Symons, UK co-Chair of the Saudi British Joint Business Council, will give the Opening Address. Mr William Patey, British Ambassador to Saudi Arabia will give a view from Riyadh on the bilateral relationship and, subject to confirmation, His Royal Highness Prince Muhammad bin Nawaf, Saudi Ambassador to the Court of St James's, will give the view from London. We are inviting senior Saudi businessmen from a cross-section of industrial organisations; the Director General of the Ladies' Section of the Jeddah Chamber of Commerce; and heads of top British companies engaged in Joint Ventures in the Kingdom, to participate. We also plan to bring commercial staff from our Posts in Jeddah, Riyadh and Al Khobar to run clinics for seminar participants during the afternoon session.

British Offset Office who direct and manage the Al Yamamah Offset Programme, generously continue in their role as main financial sponsor of the Seminar. We welcome to date the renewed co-sponsorship of The Sa'ad Group, SABB, Tate & Lyle, Kanoo Group and International Power. We look for further co-sponsorship from the Saudi corporate and private sectors and from leading British companies with major interests in the Kingdom. As a guide, we are inviting sums in the region of £7,500 from potential sponsors.

What benefits will companies gain from sponsorship? All our marketing and promotional material – brochures, specialist magazines and websites - will carry the names and logos of our sponsors prominently. Our own website and quarterly magazine 'Opportunity Middle East' with a readership of 4000, will be one of the main vehicles for this. We also invite and encourage all our sponsors to have their own free-standing promotions in the conference lobby.

Each co-sponsor will have four free seats at the Seminar.

Last year 250 delegates attended 'Opportunity Arabia 3', to hear about the trade and investment opportunities in Saudi Arabia. This year we expect no less interest as British companies take account of the Kingdom's economic strength, increased public sector spending, a buoyant and confident private sector and steady progress in the reform process.

Readers who wish to attend must register in advance and should refer to the MEA website at www.the-mea.co.uk, The registration fee will be £125 plus VAT for non-MEA members.